

# STUDENT-LEAD SUSTAINABILITY INITIATIVES AT DEPAUL UNIVERSITY

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# OUTLINE OF PRESENTATION

- EcoReps Program
- University Hall Dormitory Energy-Monitoring Competitions
  - Testing of marketing campaigns
  - Surveying of residents about environmental behavior

# DEPAUL UNIVERSITY ECOREPS 2011-2012



# WHAT ARE ECO-REPS?

- ◉ The Eco-Rep program is nationally recognized with over 64 schools participating
- ◉ Model students promoting Environmental awareness and sustainability throughout their residence halls
- ◉ Eco-Reps will put on different programs and events to promote different environmental themes
- ◉ Eco-Reps lead by example, making sustainable choices and living an environmentally friendly lifestyle

# DEPAUL'S PROGRAM OBJECTIVES

- ◉ Promote sustainable practices in the residence halls
- ◉ Reduce waste consumption and encourage the reduce, reuse, recycle mentality
- ◉ Lead by example in promoting sustainable practices around campus
- ◉ Create newfound interest and awareness in environmentalism among peers

# PLANNED PROGRAMS

## ◉ Allied Waste & Recycling Report Cards

- Eco-Reps are pairing with Allied waste to conduct recycling audits and evaluations of each residence hall
- Each hall is given a “grade” for how efficiently they recycled and sorted their waste
- As a competition amongst the different residence halls, the idea is to promote recycling and educate about its importance

# MONTHLY THEMES & EVENTS

- ◉ Each month has a designated Green Theme that the Eco-Reps promote through programs and events
- ◉ Various marketing campaigns and display boards around campus promote these messages
- ◉ Eco-Reps create fun and exciting ways to promote environmentalism amongst their peers

# UNIVERSITY HALL DORMITORY ENERGY-MONITORING COMPETITIONS

- ◉ University Hall dormitory houses approximately 200 students each academic year
- ◉ Majority of the residents are freshman
- ◉ University Hall is the only residence hall that is equipped to measure energy consumption by floor





# COMPETITION DESIGN

- Competitions have been occurring quarterly for the past 2 academic years
- The winning floor wins a pizza party
- Results posted daily in residence hall, could also view results online at [las.depaul.edu/powerproject](http://las.depaul.edu/powerproject)



# RESEARCH QUESTIONS



- ◉ What types of messages are most effective in changing environmental attitudes and in turn behavior?
- ◉ Are educational messages or social normative messages more effective?
- ◉ Can environmental attitudes and worldview predict environmental behavior?

# EDUCATIONAL FLIER (FLOORS 1, 2)

Did you know that every time you turn on your lights, coal plants in Chicago annually release...

- ◉ 230 lbs of mercury
- ◉ 17,765 tons of sulfur dioxide and nitrogen oxide
- ◉ 260,000 lbs of soot

And as a result...

- ◉ People living in Chicago and nearby suburbs face some of the highest risks in the nation for cancer, lung disease and other health problems linked to toxic chemicals!

## SOCIAL NORM FLIER (FLOORS 3, 4)

- ◉ During the energy competition last quarter, your neighbors, roommates, and friends throughout this dormitory succeeded in reducing energy consumption by 52.5 kwh!
- ◉ Your efforts prevented 120.75 pounds of carbon dioxide from entering in the atmosphere! That's the equivalent of how much carbon dioxide 2 trees absorb annually!
- ◉ The competition results from last quarter show that all of the residents in this hall really care for the environment!

# RESULTS

## KEY

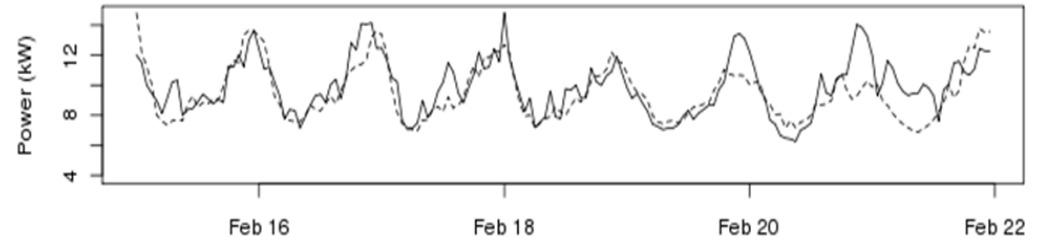
**Dotted line:** Baseline energy usage (Previous 2 weeks)

**Solid line:**  
Energy usage during competition

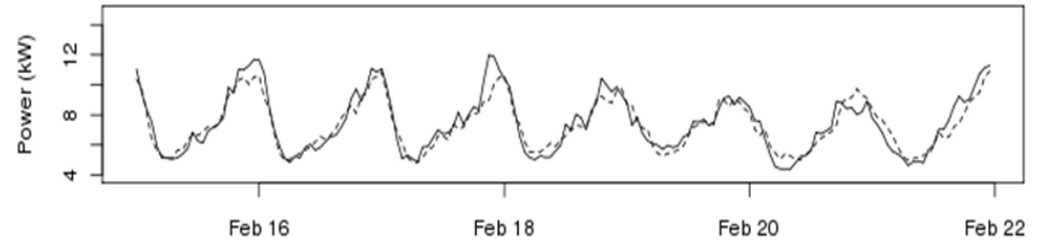
Floor	Energy saved (kwh)
Floor 4 (social norm flier)	-66.4
Floor 3 (social norm flier)	-19.6
Floor 2 (educational flier)	46.1
Floor 1 (educational flier)	52.2

## University Hall

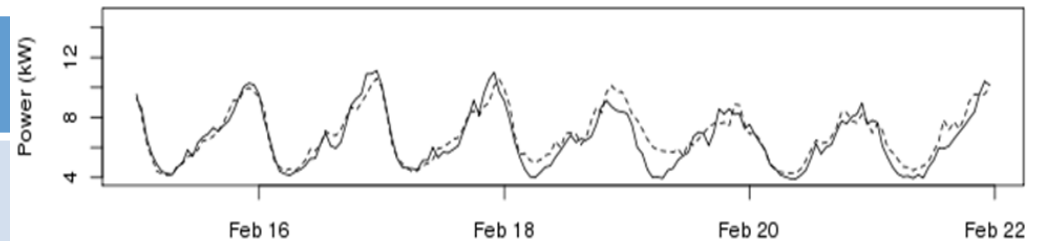
Floor 4 total energy saved -66.4 kW hr



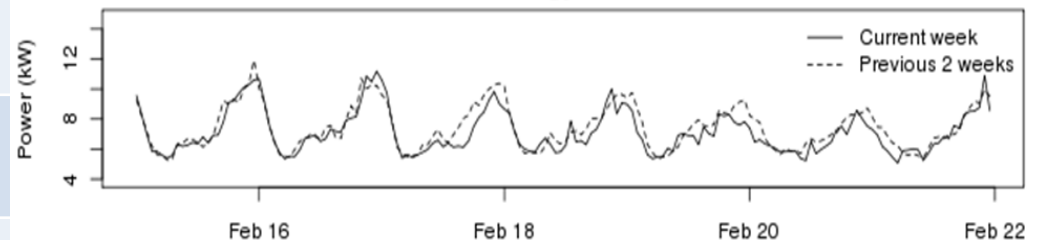
Floor 3 total energy saved -19.6 kW hr



Floor 2 total energy saved 46.1 kW hr



Floor 1 total energy saved 52.2 kW hr



# SURVEY STUDY

- ◉ Sent surveys to 200 randomly selected students living at University Hall in January 2011

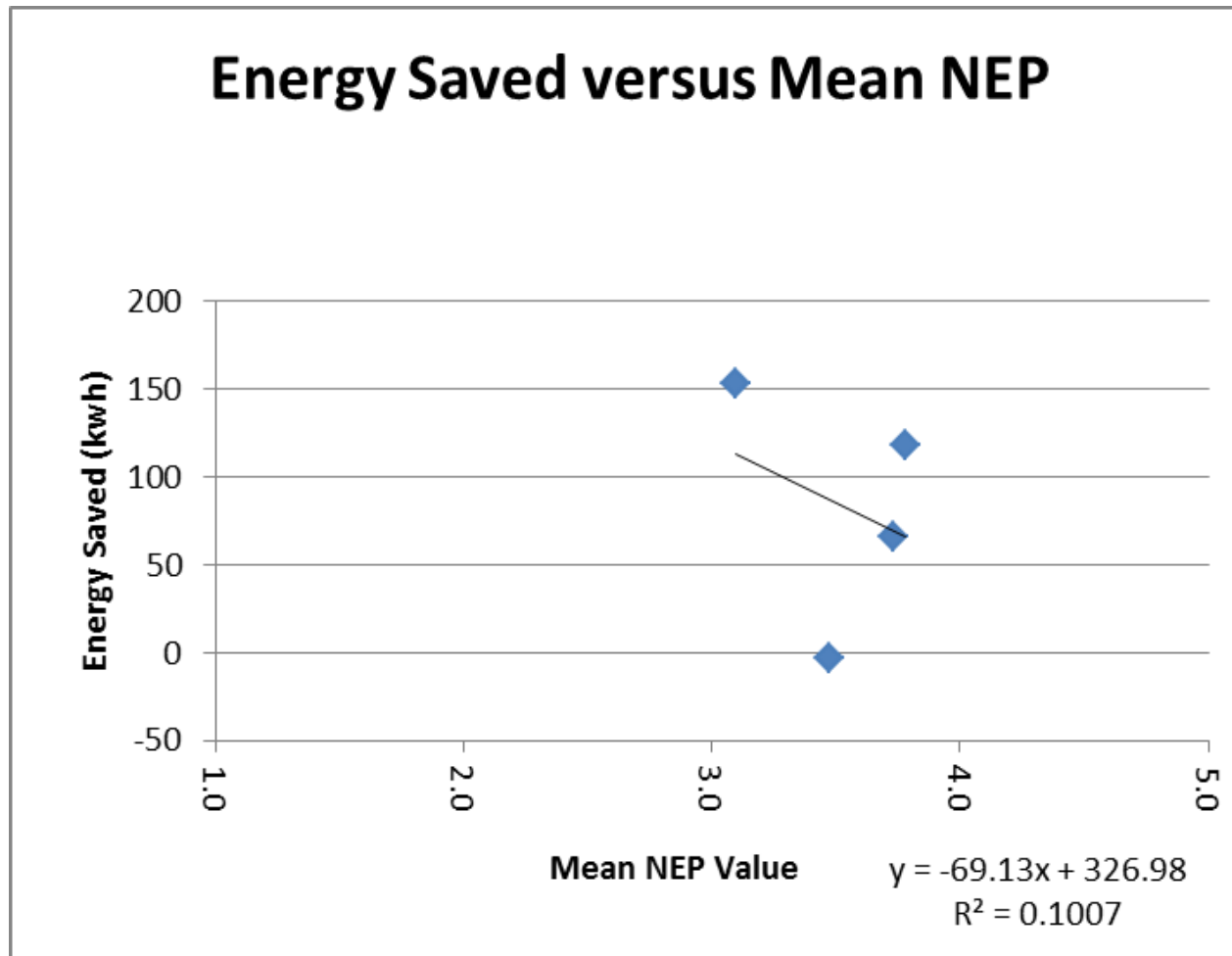


- ◉ Survey contained:
  - the New Ecological Paradigm Scale
  - an Environmental Behavioral Intent Scale
  - questions about their participation in the energy competitions

# SURVEY RESULTS AND STUDENT RESPONSES

- ◉ Survey results indicate that the majority of students participated in the competitions
- ◉ All survey respondents that participated in the competitions indicated that they continued to save energy after the competition was over
- ◉ Over 50% of the respondents indicated the competition made them more aware of environmental issues and their energy consumption

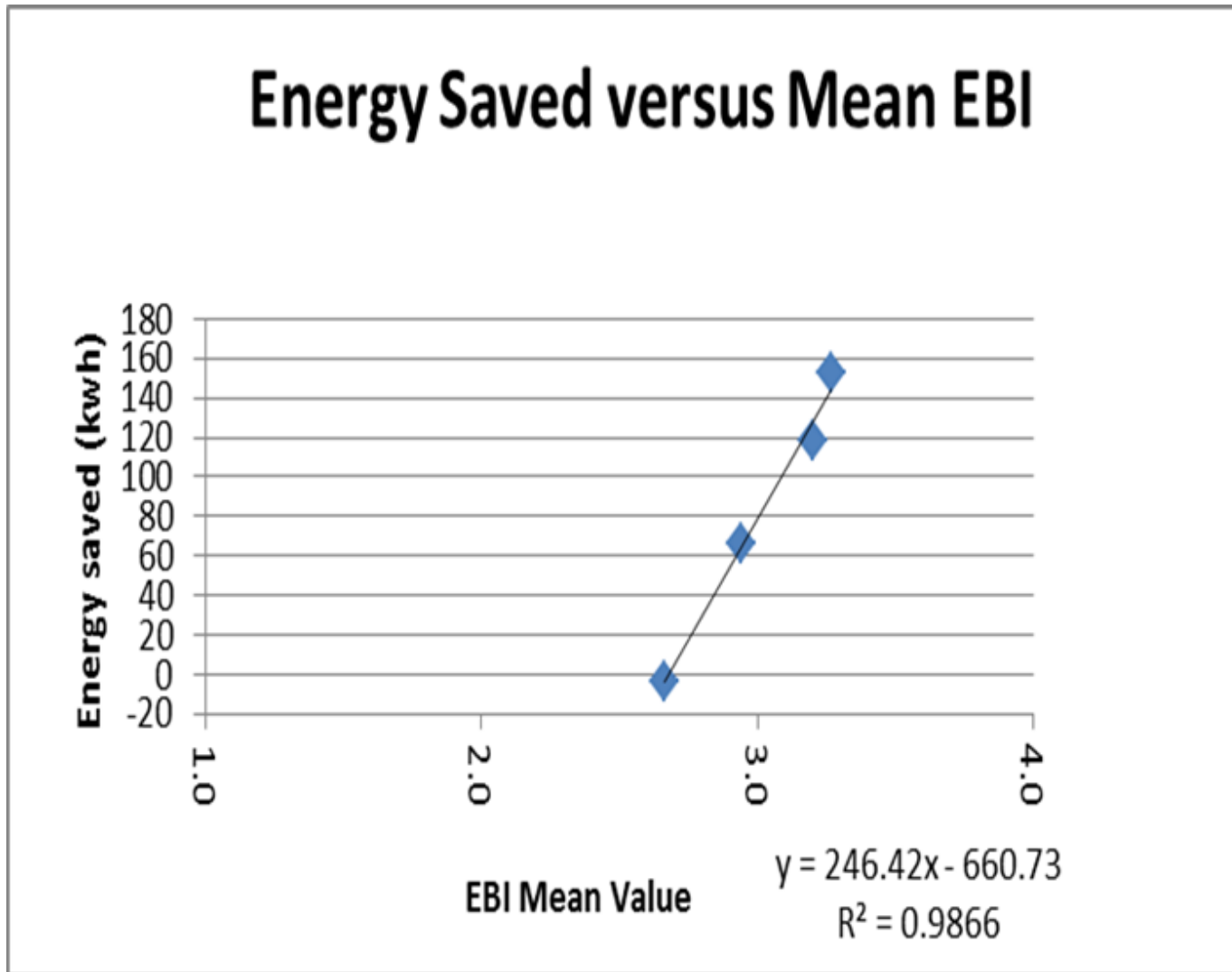
# SURVEY RESULTS CONT.



**NEP:** New Ecological Paradigm Scale (measures environmental awareness and attitudes. Dunlap and Van Liere, 2000 )



# SURVEY RESULTS CONT.



**EBI:** Environmental Behavioral Intent Scale (Dr. Judith Bramble, 2010)

# CONCLUSION

- ◉ Energy savings competitions and sustainability initiatives at universities can also be used to research questions about environmental communication
- ◉ Promoting sustainability and environmentally friendly lifestyles should focus on critically investigating which approaches can best motivate students to take action on environmental issues and sustainable living